

Candy Bar Gazebo

Volume II, Issue 3 - Summer, 1985

[Issue 7]

A TREAT TO READ





SEX CHANGE

In the winter issue, 1985, the cover feature was about the Chicken Dinner candy bar. One of the illustrations (shown at left) was an old 1920s sign that dangled from the ceiling via a string that was attached through a hole in the boy's cap. The boy was astride a kind of chicken that was developed in the United States for its egg-laying production.

Somehow, the Sperry Candy Co. art department got caught up in the flights of fancy art departments sometimes get caught up in. It was the early 1940s, and the chicken used for advertising the Chicken Dinner candy bar was suddenly promoted from being a Plymouth Rock chicken to a Plymouth Rock rooster with a prominent cockscomb!

Sad to say, that resulted in the gradual demise of that candy bar. And in the 1960s, the bar now owned by the Schuler Candy Co., was finally dropped from the production line. Its day in the sun had been eclipsed by the likes of other nut bars such as Baby Ruth and Oh Henry!

Roosters were a bit tough as eating goes, no doubt about that. And as candy bars the Plymouth Rock rooster struck out. Convincingly.

NOTICE NOTICE NOTICE NOTICE NOTICE NOTICE

Beginning with this issue, subscriptions to Candy Bar Gazebo are now \$15.00 a year. Increased postage and printing costs necessitate the price change. To offset that increase, however, an additional four pages will be included in each issue.

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Active membership requires an annual fee of \$15.00. Active members receive quarterly issues of Candy Bar Gazebo, and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at \$4.00 each.

All correspondence should be sent to: Ray Broekel, Six Edge St., Ipswich, Massachusetts 01938.

TALES OF THE PAST

The ad at the right appeared in Life Magazine in May of 1950. The ad featured the famous candy, Tootsie Roll, that was named after Leo Hirschfield's daughter, Clara. Hirschfield's nickname for her was Tootsie.

In time the company was taken over by William Rubin, who became president in 1948. He decided to feature his 18-year-old daughter, Ellen, as the life of the party in that famous ad of 1950.

That young lady today is Ellen Gordon, president of the company. So over the years, two bosses's daughters have done their part to advertise Tootsie Roll!

+++++ ++++++

A great item from 1930 was the Tang Tang Patty, made by Tang Tang Industries of New York City. It was a cream fruit patty that was chocolate covered. One of the side box legends reads, "Eat candy for your health...But make sure it's a healthful candy."

Early boxes of 3 Musketeers candy bars carried drawings of the 3 Musketeers with bodies of chocolate. The early bar sold for 5¢ and contained three bars inside the wrapper, one with a vanilla nougat center, one a strawberry nougat center, and a chocolate nougat center. The chocolate nougat center remains today only.




THE PIONEERS

Consider the scene. It was the early 1920s. The candy bar industry was just gathering momentum on a national basis.

The two main participants were Otto Schnering and George Williamson. Otto was president of the Curtiss Candy Company and George Williamson was in the same position with his company. Both companies were located in Chicago. It was here, in the heart of America's dairyland where such items as milk, butter, eggs, and corn syrup were readily available, that the scenario was played out.

Otto Schnering was an entrepreneur whose candy bar, Baby Ruth, was his pride and joy. And George Williamson, a former newspaper advertising and copy writer, was the producer of the Oh Henry! bar.

Schnering tried to create the impression he had a really big company producing lots of different bars. An early 1921 ad in Candy and Ice Cream magazine featured a full page ad of drawings of numerous Curtiss Candy Company bars. The ad didn't even show Baby Ruth, but other bars, many of which were possibly only in Schnering's imagination, were shown to impress retailers he really had the products. Fourteen bars were shown in the ad, with Kandy Kake and Jolly Jacks being the ones that were known to be actual bars.

George Williamson, on the other hand, decided to get into magazine advertising as a way of getting his candy bar national recognition. His ads were impressive and got the job done of making Oh Henry! known nationwide.

So Schnering decided to come up with somewhat out-of-the-ordinary ways of getting the spotlight back onto Baby Ruth. He chartered a fleet of airplanes to drop Baby Ruth bars by parachute over the city of Pittsburgh. That move really drew national attention, and it soon spread to other major cities. Schnering got Hollywood personalities to endorse Baby Ruth, he sponsored a radio program with the popular band leader of the times, Guy Lombardo, and really went all out with his advertising to make Baby Ruth visible to the buying public.

In the mid-1920s and early 1930s he went full force into national magazine advertising. George Williamson, being a former newspaper man, already had most of his advertising dollars focused on Oh Henry!, so Schnering did the same for Baby Ruth. So the two slugged it out, with little in terms of advertising dollars left over to promote other bars nationally.

It wasn't until the 1940s that Schnering really began to build up advertising for some of his other bars by featuring them in periodicals such as Life and The Saturday Evening Post. Life had two-page spreads that not only featured Baby Ruth, but also Butterfinger, and Coconut Grove.

The Coconut Grove bar had only fair sales in areas of the country other than the Midwest. Sales were especially shaky in the Northeast, where the disastrous Coconut Grove fire broke out in November of 1942. During that conflagration 491 people died in the night club.



(The Manufacturing Confectioner)

The Coconut Grove candy bar, that was originally spelled Cocoanut Grove, finally passed from the scene in the mid-1970s.

Otto Schnering won out in the race to become #1. His nut roll, Baby Ruth, was the winner, but Oh Henry! wasn't far behind. The two, Schnering and Williamson, had sunk most of their advertising dollars behind those two, so little was left over for other products. As an example, Williamson's bar, Amos 'n' Andy, was extremely popular for a few years, but little national advertising was used for it. So when the radio program lost some of its popularity, bar sales really fell off.

It wasn't until 1984-85 that the early advertising efforts of Otto Schnering became a factor. Nabisco Brands now owned the former Curtiss Company, and it was decided to issue some candy tins on which old-time advertising was to be used to cash in on nostalgia. So the search was initiated for ads of the 1920s and early 1930s in which Baby Ruth and Butterfinger bars were featured. It seemed as if there would be plenty around, but after the search was initiated it turned out that Baby Ruth was really only the bar that was featured in early ads!

As a result the nostalgia tins that showed Baby Ruth in ads was no problem. But the tins showing Butterfinger bars were simply doctored-up Baby Ruth ads. Butterfinger bars had to drawn in over the Baby Ruth bars in the originals!

Little did Otto Schnering know back in the early 1920s what problems he'd create for future generations trying to capitalize on his early advertising. He did indeed make Baby Ruth the number one seller for years. But what he didn't know is that those same Baby Ruth ads would be turned around in the mid-1980s to help sell another of his bars, Butterfinger!





UNITED KINGDOM BARS

BY CADBURY

Jay Troppe of Nassau sent along the following bars from Nassau.

The bars were evaluated with the following results.

Lion was a milk chocolate, crisp rice, caramel, and a filled wafer bar. It was good.

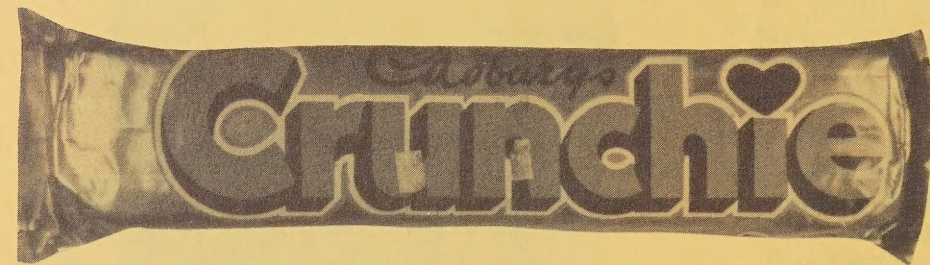
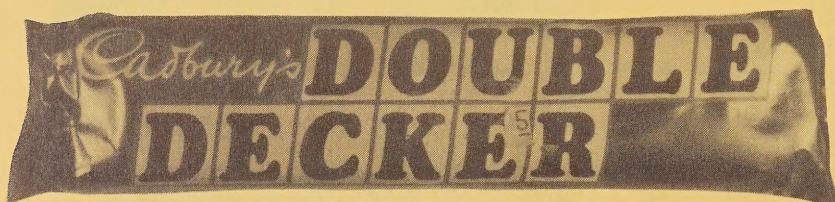
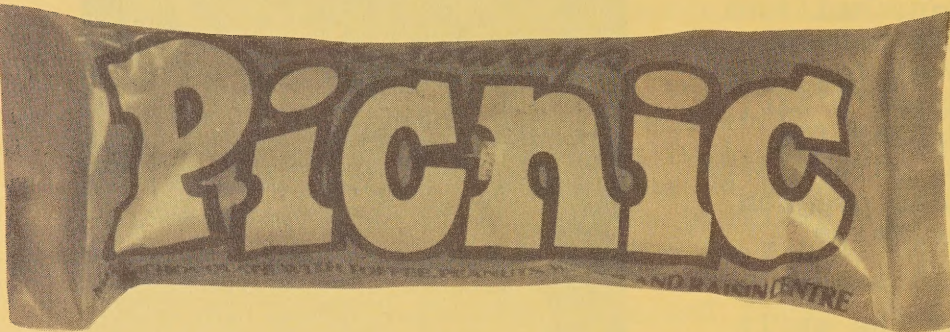
Picnic had a wafer and raisin center, and also contained caramel and peanuts. Fair.

Double Decker not only contained milk chocolate, but also nougatine, crisp rice, corn flakes, and sultanas (raisins). Fair.

Crunchie had a honeycombed center covered with milk chocolate. Fair

Raisin and Biscuit Yorkie was good tasting. It consisted of raisins and biscuit bits embedded in milk chocolate.

And finally, Dairy Milk Bar was of the smoother European kind of chocolate, much more conched than American chocolate. It was good.





MADE IN GERMANY

The candy bars pictured on this page were sent in by Wally Pfeifer, Joliet, Illinois. He got them directly from Germany. His report on these European Mars products follows.

Milky Way is not like the United States version, but is similar to 3 Musketeers, but with no caramel.

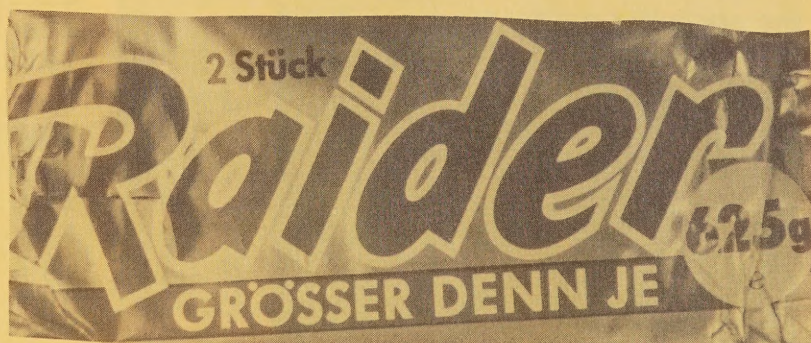
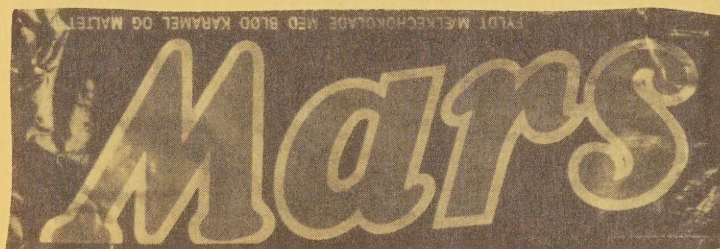
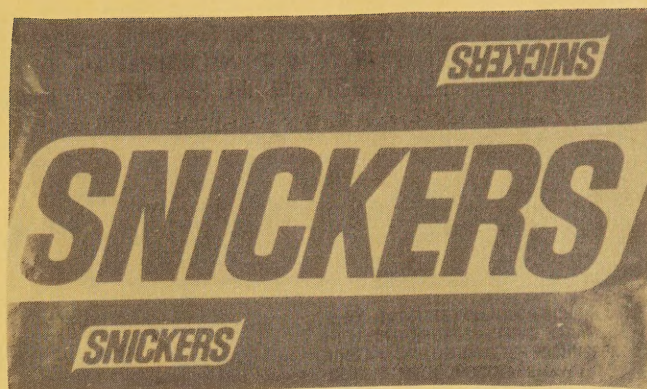
German Mars Bars are like the American versions, but minus the almonds.

The Snickers bar is similar to the American version, but doesn't have the same good taste.

Banjo is similar to the U.S. Twix, but has hazelnuts.

Raider (German), is like the U.S. Twix, but has dark instead of milk chocolate. The taste is okay, but nothing special.

Treets are like U.S. M&M's with peanuts, but the German version tasted better. Finally, Bonitos were similar to U.S. M&M's in both appearance and taste.



Why Buds Are Counterfeited

Wilbur's Buds are the most tempting form in which chocolate has ever been offered—consequently, the most widely imitated. But it isn't their *shape* that makes them so ravishingly delicious. It's the famous Wilbur flavor and a certain *melting smoothness* that marks the genuine.

WILBUR'S

CHOCOLATE

BUDS

An Exquisite Example of Wilbur Flavor

You may be offered counterfeits—with shape and wrapper well imitated—but the *same* they dare not use. So remember hereafter to see that "Wilbur" is plainly stamped on every bud you eat.

FOR YOUR PROTECTION, Wilbur's Buds are put up in boxes in one size, one color, and one flavor. If your dealer hasn't them, simply write us. We will send an empty box paid for a dollar—or a trial box for 10¢.

H. O. WILBUR & SONS, Inc., 241 N. Third St., PHILADELPHIA, PA.

SHENANIGANS

The early years of the candy business was highly competitive, and candy makers were always on the lookout for candy items that made their way into the public eye. So companies weren't adverse to coming out with their own versions of someone else's product.

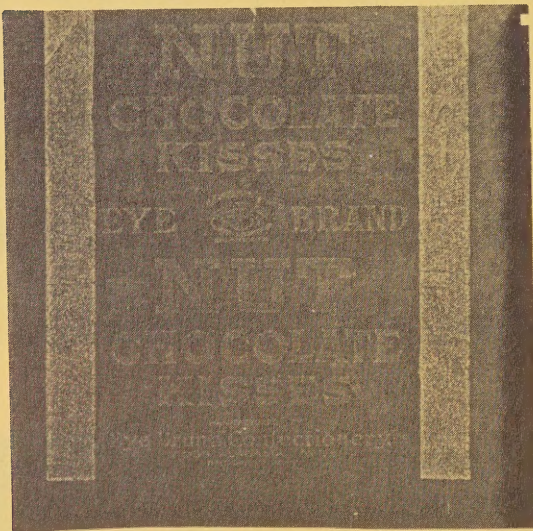
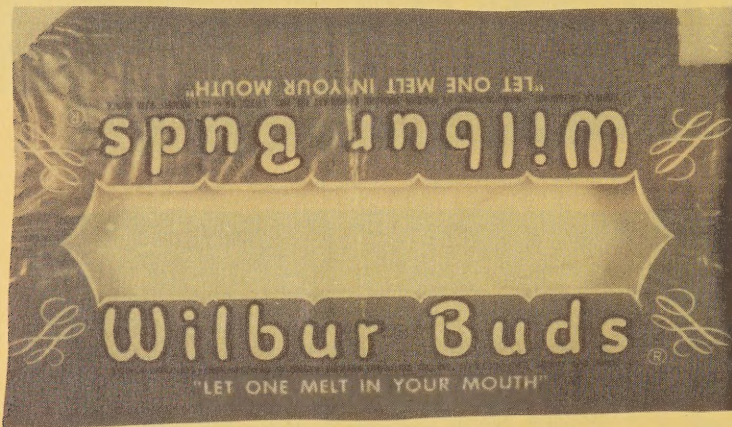
According to John Buzzard of the Wilbur Chocolate Co., Lititz, Pennsylvania, Wilbur Buds have been around a long time. "Buds have been in continuous manufacture since 1894 and were the forerunner of Hershey Kisses. In other words they were copies." (Letter of November 6, 1981, from John Buzzard.)

It was in 1894 when Milton S. Hershey came out with his first machine-made Chocolate Bar and Chocolate Bar with Almonds. Hershey first came out with Kisses in 1907, and the plume was added in 1921.

According to an old Wilbur ad of 1911 in Everybody's Magazine, reference is made to who the imitator obviously is, although names aren't mentioned.

The Eye Brand Confectionery of Brooklyn, New York, also tried to capitalize on the name Kisses in the early 1920s when that company put out its Nut Chocolate Kisses. That imitation wasn't around too long.

Out in Pittsburgh, Pennsylvania, the Pennsylvania Chocolate Company was operating in full force, marketing its Zatek brand of chocolate items. Also around 1918, Pennsylvania Chocolate got a trade mark for a bar that was called Heresheis, almost a direct take-off of the Hershey name! The block lettering also was quite similar in the Heresheis bar and the Hershey label. What the outcome of this play on words isn't known, except for the fact the Heresheis isn't around today. It somehow disappeared from the market.



(Warsaw Collection of Business Americana, Smithsonian Institution, Eye Brand)

An early Philadelphia company was the D. Goldenberg, Inc. organization. In 1930 the popular radio program, Amos and Andy, was on the air and the Williamson Candy Company of Chicago licensed the name to be used on its Amos 'n' Andy candy bar.

In the same year D. Goldenberg came out with its Amost Delicious Candy bar. The name was printed in such a way on the wrapper so that you could read Amos and Andy as the name of that bar (see photo below).

It is not known what happened to the D. Goldenberg company, although it is possible that today's Goldenberg Candy Co. is an outgrowth of that organization.

In the early 1940s D. Goldenberg made several fudge bars such as Kream Maid Fudge and Kream Maid Pecan Fudge.



(Zatek and Heresheis from Warsaw Business Americana, Smithsonian Institution.)



Made of the same ingredients and fine quality as GOLDENBERG'S 5c Peanut Chews on sale everywhere.

AMOST DELICIOUS CANDY

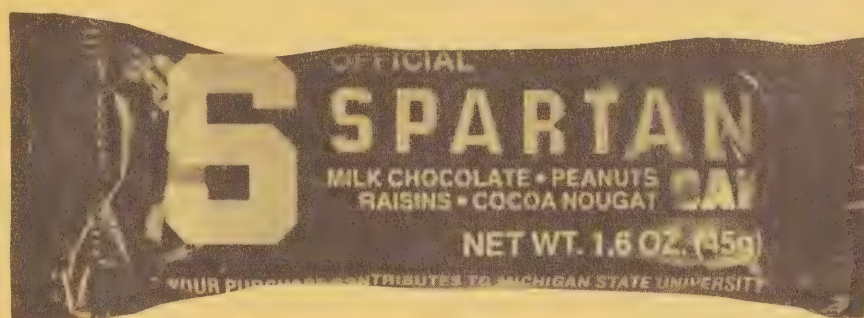
CHECK-DOUBLE CHECK-TRIPLE CHECK
1 2 3

NOT LESS THAN 1 OZ.

MADE BY D. GOLDENBERG, INC., PHILA., PA.

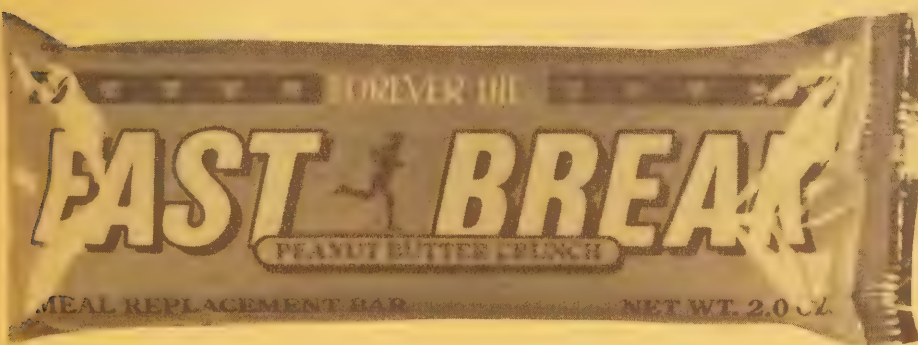
Copyright 1930 by D. GOLDENBERG, Inc., Phila., Pa.





LETTERS FROM READERS

Some wrappers sent by Harry Levene of England were: Puffreis, a German bar, chocolate with puffed rice; Jacques, a milk chocolate bar with cream cherry flavor from Belgium; Plopp, milk chocolate and toffee bar from Sweden; Snack Bar, a chocolate flavored peanut bar from Israel; The Hobby Bar wrapper from Poland, a series that covered trains, ships, planes, and cars - a series of wrappers that has 360 different wrappers in all! Coin, a bar from Norway; and the bar featuring an unsmiling bear from Russia. Harry says there are no bars with pecans in England, and only one that he knows of in the whole of Europe. (cont.p.12)



Stanislav Kramsky of Czechoslovakia sent along an update on the Standard Company, Kroupa and Sons, of Prague. The firm was founded in 1903 in Prague. As a trade mark the company used the crown of King Wenceslaus along with flags above a globe of Earth. The company produced a wide range of chocolate and confectionery items. The main specialties were Alpha Cream Chocolate made from Swiss milk and "Chocolate Cigars." A Chocolate Cigar wrapper showed the European concept of what the American Indian looked like. Back in those days the thoughts were a bit fanciful. Part of the production of Standard was exported up until the war. After that the firm was nationalized before going out of business around the mid-1940s. As of February of 1985, Stanislav's collection numbered 46,396 wrappers from 86 countries. He had 1,641 brands and Nestlé was the top firm world-wide with 1,977 wrappers.

Elizabeth Petersen of Minneapolis, Minnesota, reported that on a recent trip to Phoenix, she was served a Pearson's Nut Goodie for dessert on the plane. She remember them being somewhat fatter when she was younger.

Jack Thompson, East Lansing, Michigan, sent along a Spartan Bar. University Foods of Ada, Michigan, has sold close to 60,000 of the bars according to a piece in the Lansing State Journal (Feb. 18, 1985). Spartans is the nickname of the Michigan State University teams, and the University gets 6½% of the profits of every Spartan bar sold. The Spartan Bar contains cocoa, nougat, milk chocolate, raisins, and peanuts. It is a really good tasting bar. Another rival bar produced for University Foods is the Wolverine Bar, marketed through the University of Michigan. University Products hopes to market other college candy bars by this fall.

Pat Dee of Oxford, Massachusetts, sent along a candy bar wrapper from Russia. This one contained a smiling bear. The wrapper contained a chocolate bar that is termed to be the Russian equivalent of the American Hershey bar.

Joseph Markey of Phoenix, Arizona, was reported on in the last issue. The bar wasn't pictured, however. It's reproduced on page 11, however, of this issue. It's the Fast Break meal replacement bar.

The E.J.Brach and Sons company of Chicago, as reported in the Altoona Mirror of Monday, April 1st, has purchased the peanut butter meltaway division of the Gardners Candy Company. The meltaway bars have proven to be extremely popular, accounting for about 60% of Gardners' sales, and to better get into the national scene the deal was consummated by Gardners. This report was furnished by Frank Fiore of Hollidaysburg, Pennsylvania.

Nate Sloane (Mr. Charleston Chew), Everett, Massachusetts, writes, "The Spring issue was great - enjoyed every page - brought back many memories of years past."

Frank Fiore, Hollidaysburg, Pennsylvania, sent along some clippings. Boyer Bros hopes to hit it big with its candy in the movie, "Santa Claus, the Movie," reports the Altoona Mirror. Lee Goodman, Kansas City, Missouri, as well as Russ Sifers, Overland Park, Kansas, report that Valomilk candy bar will return this fall!

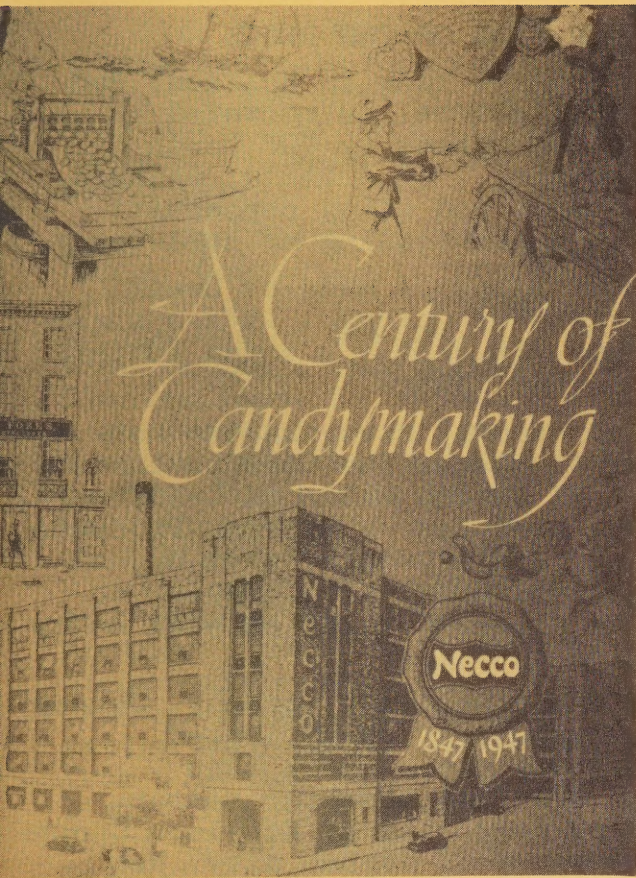
Brad Burg, 102 Church Street, Glen Rock, Pennsylvania 17327, writes, "Want to buy Clark's Dutch Treat, Granola Twins, Alligator Eggs wrappers."

WITH AN "E" PLEASE

For its 100th anniversary in 1947, The New England Confectionery Company commissioned the well-known poet, Louis Untermeyer, to write a company history. Titled, A Century of Candymaking, the hardcover book was basically a history of the founders of NECCO, and the origin and growth of that company.

Based on research by Marion F. Lansing, historian, the only error in the book concerned a famous old-time candy. The candy wasn't made by NECCO, but it was incorrectly spelled as Gibraltars. The spelling of the candy should have been Gibralters, and that candy is still going strong today.

For the complete story behind Gibralters see The Chocolate Chronicles. The Ye Olde Pepper Companie, which makes Gibralters, does mail order business. Write Ye Olde Pepper Companie, 411 Derby Street, Salem, Massachusetts 01970, for further information on how to obtain this really good tasting candy. It's a diamond-shaped bar, either peppermint or lemon-flavored, and is claimed to be the first commercially sold and continuously made candy in America.



RECIPE CORNER

Elaine Gonzalez, the master chocolate artist, graciously supplied the following recipe for making Mint Meltaways. It was sent to her by an old-time candy maker, Bob Bemm. Elaine's book, Chocolate Artistry, is the definitive book on techniques for molding, decorating, and designing with chocolate.

Mint Meltaways

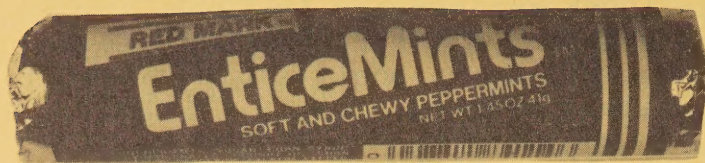
- 6 oz. coconut oil (72)
- 12 oz. milk chocolate
- 9 oz. dark chocolate
- 4 drops oil of peppermint

Melt coconut oil, chocolate, and cool to about 85 F.

Add mint, mix well, and pour into a wax paper lined 8" x 8" cake pan.

Cook and cut into bars with a hot knife.

Dip in chocolate.



NEW KIDS ON THE BLOCK

A product made in Holland, Red Mark EnticeMints, is marketed in the United States by VDF North America, Inc., of Atlanta, Georgia. It's a soft and chewy peppermint with an outer coating of hard candy.



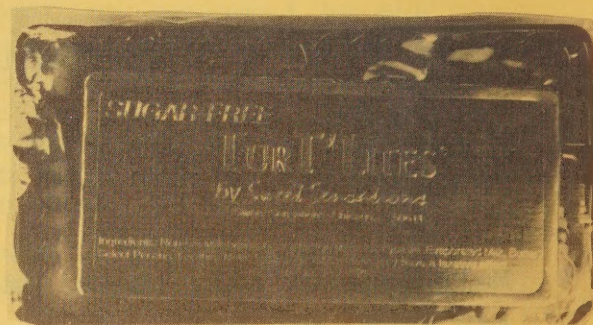
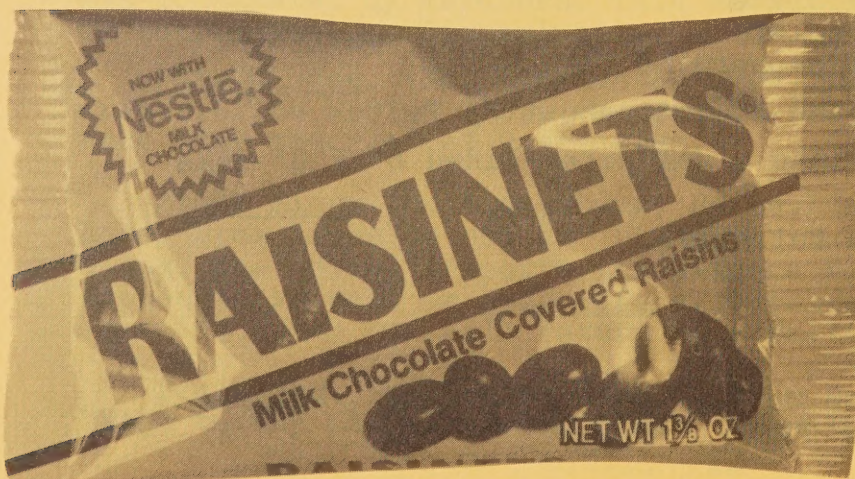
Turt'Lite is made by Sweet Sensations of Chicago. It's a sugar-free bar. It contains cocoa butter among other things.



Not exactly new, are two non-chocolate items. The CaraCoe carob bar by El Molino Mills of California, and the Diet Bar by Hoffman Products of York, Pennsylvania don't appeal to my taste buds. If I'm going to have calories, I might as well enjoy what I'm eating.



The Manischewitz Company, Jersey City, New Jersey, distributed several varieties of Bark bars during the past Passover season. The bars were made by Eddyleon Chocolate Company of Garden City, New York. Also available at Passover were several Elite bars from Israel. The cherry cream-filled milk chocolate bars were tasty. They were also available in Canada. The Elite bar was somewhat larger and less expensive than the American-made bar marketed by Manischewitz.

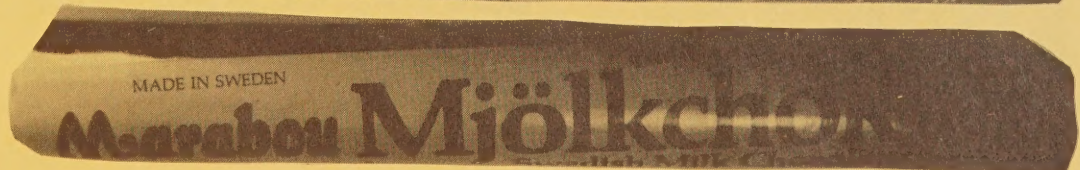
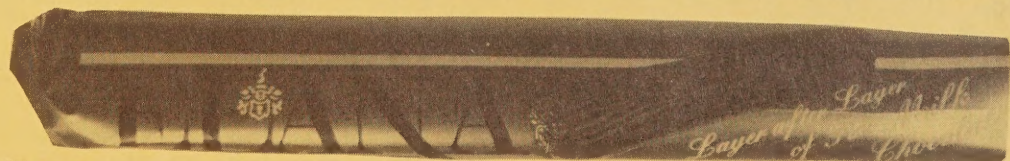
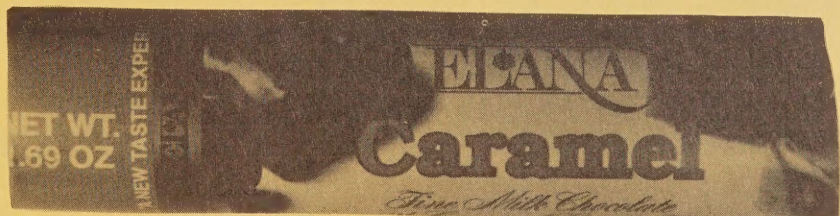
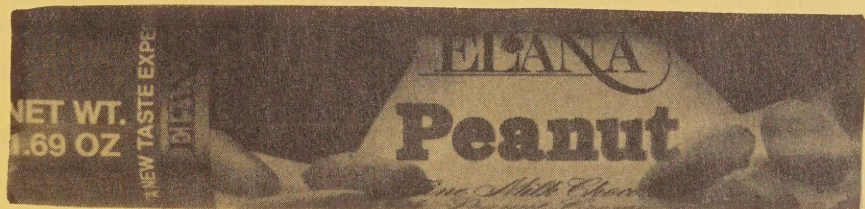
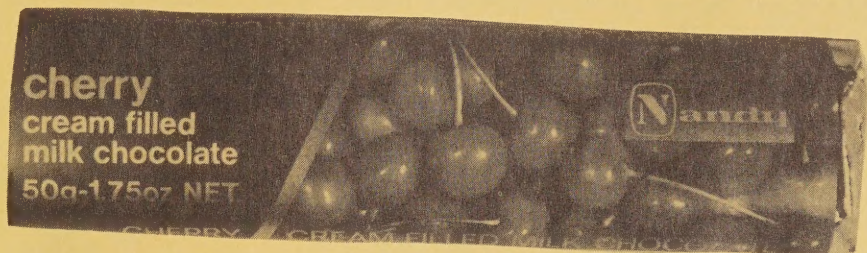
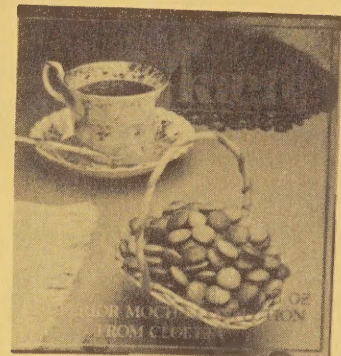
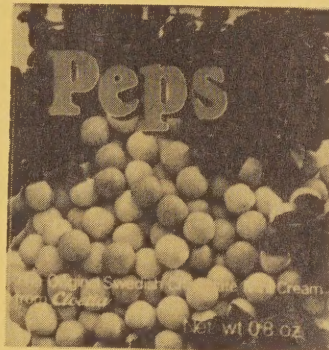


Also from Israel, made by the Nazareth Candy Co. Ltd., is the Cherry-Filled Milk Chocolate Bar. It was similar in taste to the Elite bar.

Andre Prost of Old Saybrook, Connecticut, is marketing two Swedish products in the United States, Cloetta Kaefe candies and Cloetta Peps. The former is a hard-coated candy, with a mocca flavored chocolate center. The latter is a hard candy-coated peppermint flavored center. The Cloetta story started in 1873 when three Swiss brothers opened their first candy factory in Malmö, Sweden. Prost also is marketing hard candy products from G.B. Ambrosoli of Italy. The Honey Filled Drops (3 varieties) are tasty.

From Nestlé comes new packaging for the oldie, Raisinets. Nestlé refers to this product as "Chocolate-covered sunshine," in its advertising. Also in new packaging is Goobers, the chocolate-covered peanuts now being made by Nestlé. And on the scene again is that old familiar truncated shape of Chunky, milk chocolate with raisins and Chunky, milk chocolate with mixed nuts. Both taste much the same as they did years ago - good!

Sherwood Brands, Inc., Winston-Salem, North Carolina, has introduced three European products. Elana is a layered chocolate, and is similar in taste to the Cadbury Wispa bar. It's made in West Germany. Elana caramel is made in Austria, and is a

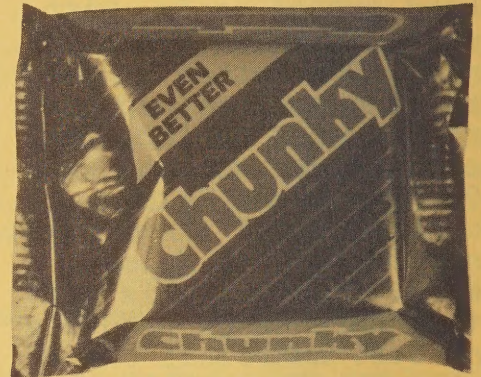




five-sectioned bar, milk chocolate, and liquid caramel within each section. Elana Peanut (Austria), is a five-sectioned bar with peanut butter in each of the sections covered with milk chocolate.

Marabou Milk Chocolate, made in Sweden, is being marketed in the United States by Hershey. The milk chocolate taste good, but expensive at \$1.09 for 2.65 ounces.

The past Easter season saw a chocolate bunny from Casanova Chocolate Company, Milford, Connecticut, and a Marshmallow Egg from Russell Stover on store shelves.



SAMPLING TIME

A mountain states favorite is the Idaho Spud. This regional candy bar can be obtained in a gift mailer of 24 bars, a brochure on Idaho, shipped anywhere in the United States for \$8.40. That's a good deal, and a bit of Americana to boot!

Send your order to John W. Wagers, President, Idaho Candy Company, P.O. Box 1217, Boise, Idaho, 83705.



And then there's the Mandy Old Fashioned Peanut Brittle (quite good). Send a cashier's check or money order for \$6.70 for a box of 24 bars. Mail to Susie Poula, Aktinson Candy Company, P.O. Drawer 788, Lufkin, Texas, 75902-0788. Both bars are good buys and worth the money!

